

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



MAKING WATER WORK IN THE DRY OKANAGAN

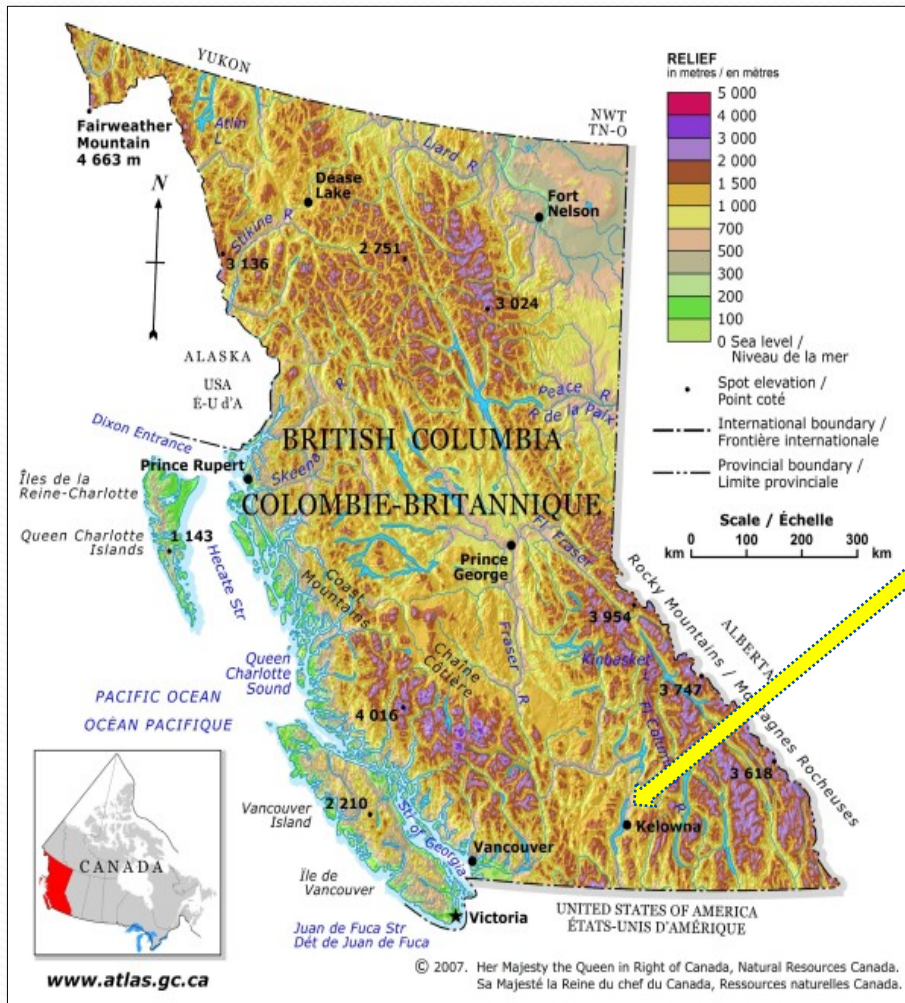
Developing a water-saving campaign for
Canada's most water-stressed region

Presentation to WaterSmart Innovations 2013
October 3, 2013

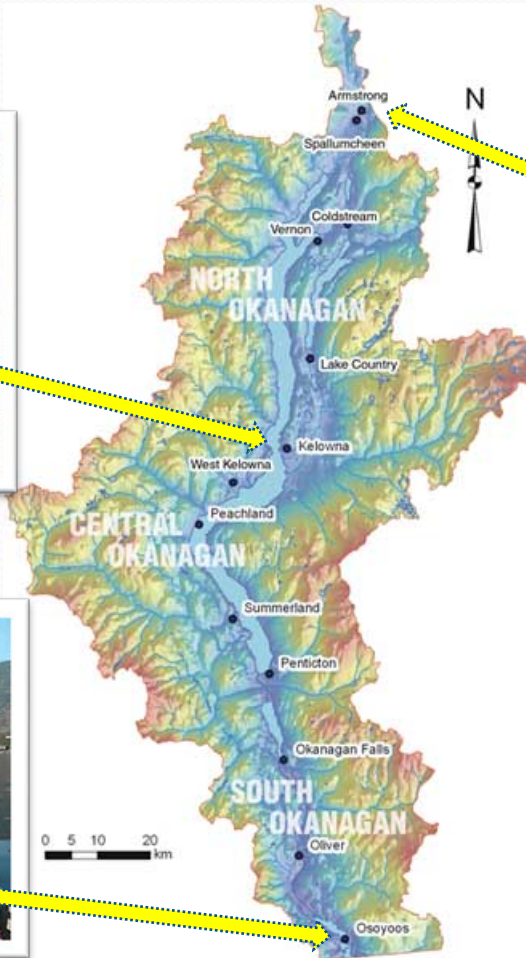
Corinne Jackson
Communications Director - Okanagan Basin Water Board



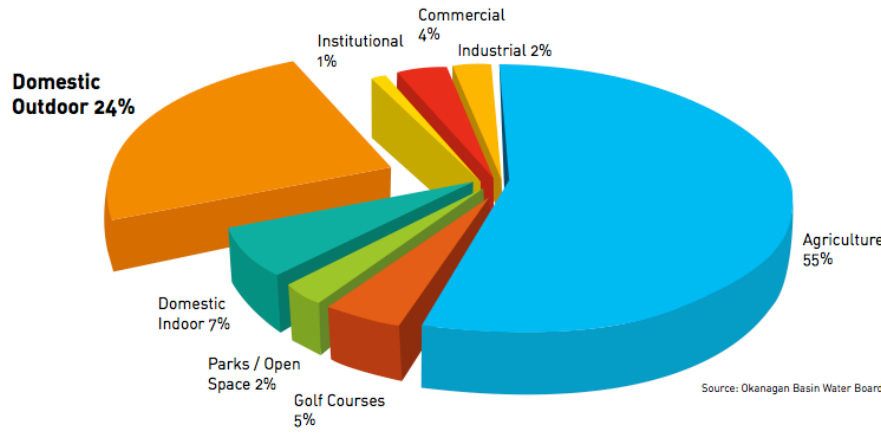
Okanagan Basin Water Board



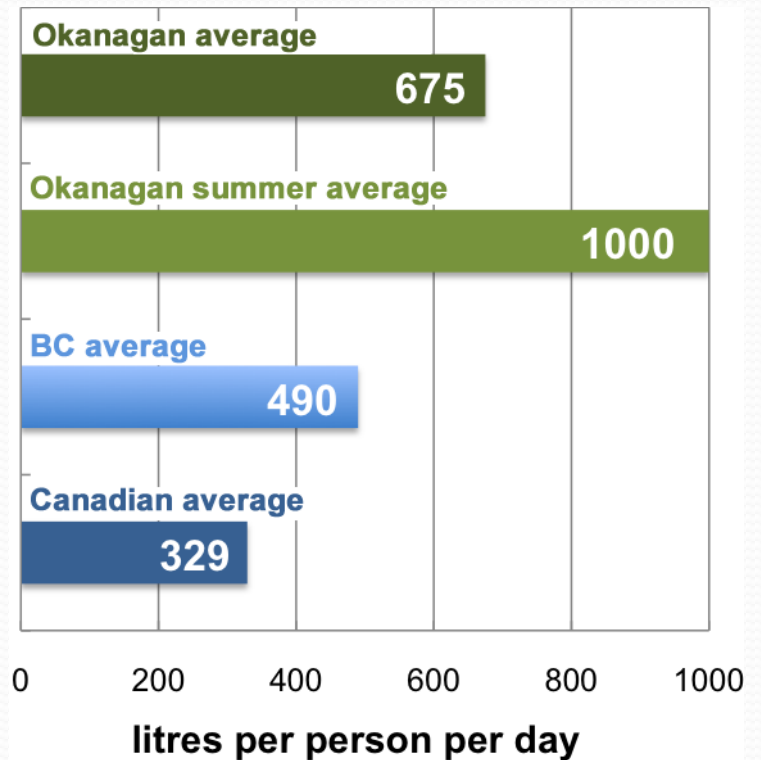
Okanagan Basin Water Board



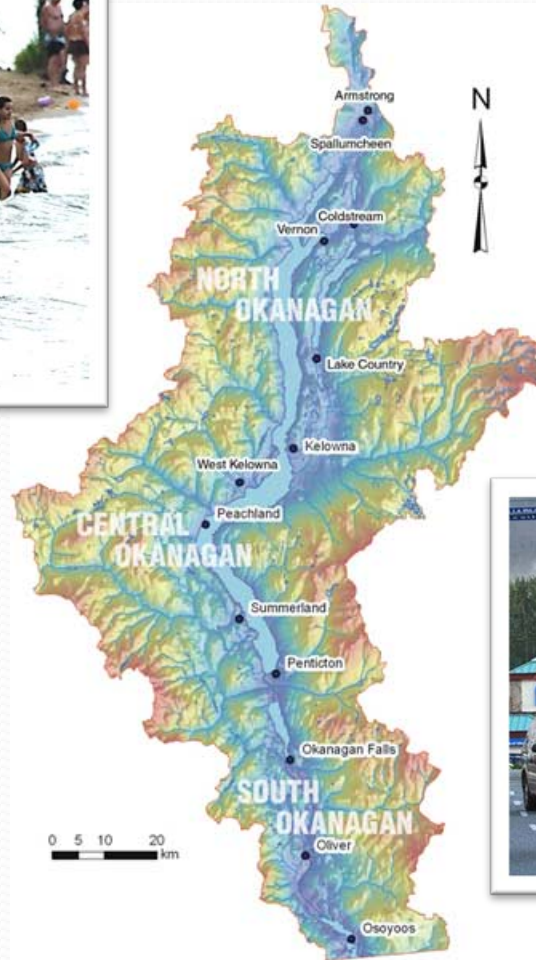
Water in the Okanagan...



Water in the Okanagan...



Water in the Okanagan...



Water in the Okanagan...



30 more frost-free days per year!





OKANAGAN 
waterwise

One valley. One water.

Okanagan WaterWise – website

The screenshot shows the homepage of the Okanagan WaterWise website. At the top left is the logo for 'OKANAGAN waterwise'. To the right of the logo is a search bar with the text 'how blue are you?' and social media icons for Facebook, Twitter, and YouTube. Below the logo is a navigation menu with links for 'home', 'about waterwise', 'be waterwise', 'learn more', 'what's new', and 'contact'. The main banner features a group of people holding hands in a field, with a woman in the foreground wearing a blue t-shirt that says 'I am waterwise' and 'One valley. One water.'. The banner text reads: 'One valley. One water. THERE IS LESS WATER AVAILABLE PER PERSON IN THE OKANAGAN THAN ANYWHERE IN CANADA.' Below the banner are three promotional boxes: 'Household' with a water drop icon and text about contest winners; 'Community' with a zebra mussel icon and text about spreading the message; and 'Schools' with a cartoon water character icon and text about water games and project ideas.

OKANAGAN waterwise

how blue are you? f t YouTube

home about waterwise be waterwise learn more what's new contact

One valley. One water.

THERE IS LESS WATER AVAILABLE PER PERSON IN THE OKANAGAN THAN ANYWHERE IN CANADA.

I am waterwise
One valley. One water.

Household We have a winner...
Congrats to Lynda and Don Grant of Peachland – our MAKE WATER WORK contest winners!

Community Don't Move a Mussel!
Spread the message, not the mussel. Keep the Okanagan zebra mussel-free.

Schools Hey kids! How blue are you?
The coolest water games, videos, and project ideas... all in one spot!

www.okwaterwise.ca

Okanagan WaterWise – social media

One valley. One water.

Okanagan WaterWise

Government Organization
Okanagan WaterWise is committed to the protection and conservation of the Okanagan's most valuable resource.

Recent Posts by Others on Okanagan WaterWise

Sharon Hessel-Hosner
We see dozens of pleasure boats from Alberta and many fr...
September 17 at 10:00am

Lee Fendall
3 Jan let 12 Oct March Against Monsanto Kettlewa - help sa...
September 5 at 9:35am

Water's Edge Consulting
What kind of Subaru look like 27 ft Heat The Same Water...
August 24 at 10:13am

Vicki Froude
I'm handing out Don't Move a Mussel T-shirts at the Vernon Dr...
August 22 at 10:00am

Lee Stophoe
Sheila Muldoon lives in nearby Chinook, downstream the...
August 24 at 2:35pm

More Posts -

Likes

Assembly of First Nations/Assemblée des Premières Nations
Political Organization

The Gardening Gals
Professional Services

CBC Radio West
Community

Living Lakes Canada
Non-Governmental Organization (NGO)

Rotary Club of Summerford
Community

Okanagan WaterWise shared a link.
6 hours ago · 1h

LOTS of attention this week after study released shows insurers are backing away from homeowner flood insurance until new floodplain maps are drawn.

Tweets

Following

Followers

Favorites

Lists

Photos and videos

Who to follow

Target Canada @TargetCan...
Followed by Charlotte Halston an...
Promoted

Jonathan Fowle @jonathantw...
Follow

Bean To Cup @BeanToCupvemon...
Follow

Popular accounts

Vancouver Trends

Change

Halloween

#OD7

#gammright

REMA8tpgsFans

Android

#Toronto

#throwbackthursday

RNH

Waterfoot

iPad

Okanagan WaterWise

@OKWaterWise

Okanagan WaterWise.com | The Okanagan Water Board's public initiative encourages conserving & protecting the Okanagan's most valuable natural resource - water.

Okanagan Valley, BC | okwaterwise.ca

4,070 TWEETS

1,069 FOLLOWING

1,025 FOLLOWERS

Edit profile

Tweets

Okanagan WaterWise @OKWaterWise 5m
HEY #Penitenti FREE Tap by Tap water-savings kits are back! Get yours at Farmer's Mkt. Sat. Sept. 21! #Okanagan

Okanagan WaterWise @OKWaterWise 10m
5 WestKootenai men charged w/ mudbogging in Glen Lk wrecking #Peachland drinking water source & wildlife habitat fo me/2gimTDOU

Dan Fumano @DanFumano 8 Sep
Environment Minister's statement says BC's groundwater regulation "one of greatest weaknesses of existing Water Act."
Retweeted by Okanagan WaterWise

Okanagan WaterWise @OKWaterWise 1h
JOIN The Great Canadian Shoreline Clean-up Sept. 21-29! LOTS of #Okanagan events! shorelinecleanup.ca/en/search/cies... #VernonBC #Kelowna #Penitenti

Okanagan WaterWise @OKWaterWise 6h
LOTS of attention this week after study released shows insurers are backing away from homeowner flood insurance... fb.me/urly5h1q

Andrew MacLeod @A_MacL_eod_Tye 18 Sep
Askerd about protecting water sovereignty. Stephen Lewis replies

Okanagan Basin Water Board

18 subscribers · 4,632 views

Featured Browse videos

Search Channel

About Okanagan Basin Water Board

Okanagan WaterWise is an education and outreach initiative of the Okanagan Basin Water Board (OBWB).

Okanagan WaterWise (and the OBWB) is committed to the protection and conservation of the Okanagan's most valuable natural resource - water. Learn...

Okanagan Basin Water Board

Okanagan WaterWise

OKWaterWise - Facebook

OKWaterWise - Twitter

By OkBasinWaterBoard

Date Joined Nov 30, 2010

Country Canada

Featured Playlists

Uploaded videos

CHBC News December 5, 2012 - Water con...

Water Conservation in the Okanagan: What Can We Learn From Las Vegas? On December 5, 2012, the Okanagan Basin Water Board and the Okanagan WaterWise program teamed up...



Okanagan WaterWise – other outreach



MAKE WATER WORK!

- Eye-catching
- Empowering (not shameful)
- Fun
- Easy to adopt



MAKE WATER WORK!

2011

OKANAGAN waterwise

home about waterwise be waterwise learn more what's new contact

learn more

Make Water Work

Do a performance review on your water

- Does your employee simply stand around?
 - Put water to work only when it's needed. Most soils need just 2.5 cm (one inch) of water per week - about the depth of a dime coin.
 - Don't let water waste time, effort and money! It should only sprinkle your lawn or garden, not pavement.

FACT: Watering deeply and less often promotes deep, healthy root growth. If you're watering deeply but not leaving results the problem may be inadequate layout. To fix, discuss with staff an inch of compost from over-landings for a thick organic lawn.
- Does your employee turn up for work on time?
 - Water should be on during the "sweet spot" of the day to prevent evaporation. Put it on the night, a good rule of thumb is 8 p.m. to 6 a.m.
- Is your employee's work effective?
 - Notice brown spots? Water needs spritzing. Check and make sure if it's working where you need it. Sometimes controller heads clog, or plants grow around the controller head preventing effective water use. These problems are common. See [www.oww.ca](#).
 - Leave grass 5 to 8 cm tall. This gives water penetration from the soil.
 - Aerate your lawn in early spring of fall to improve water penetration.

FACT: A healthy lawn will have fewer weeds and pests.
- Does your employee work well with others?
 - Leave grass clippings as mulch on your lawn. They help feed the lawn and retain moisture, reducing heat stress and reducing evaporation.
 - Water works best with organic products like compost which increase water-holding capacity and help prevent soil erosion.
 - Water works most effectively when paired with plants suitable to our dry climate. drought-tolerant turf and native and low-water variety plants. Read about the benefits of water-wise landscaping here ([www.oww.ca](#)).
- Is your employee cost-effective?
 - Save money on your water bill by using high efficiency irrigation. Use drip or microsp, air abraded and gutters.
 - Remember collect rain, naturally soft and chemical-free water that is great for container plants, flower beds and food gardens.

One valley. One water.

2012

OKANAGAN waterwise

home about waterwise be waterwise learn more what's new contact

how blue are you?

MAKE WATER WORK!

IF YOU WATER YOUR LAWN...MAKE WATER WORK!

You're the boss. MAKE WATER WORK!

Evaluate your water, then take the pledge to MAKE WATER WORK!

TAKE THE PLEDGE NOW...

PERFORMANCE REVIEW

IS YOUR LAWN PRODUCTIVE?

- Put water on the night shift. Water between dusk and dawn. Putting water to work during the coolest part of the day prevents evaporation. A good rule of thumb is between 8 p.m. and 6 a.m. Check with your water utility for specific watering restrictions in your area.

DOES YOUR WATER SIMPLY STAND AROUND?

- One inch a week will do. Most lawns need just 2.5 cm (one inch) of water per week - about the depth of a dime coin. Watering deeply and less often promotes deep, healthy root growth. If you're watering deeply but not seeing results the problem may be inadequate layout. Try top dressing with half an inch of compost. One year-one-standings for a thick organic lawn.

IS YOUR WATER WORKING EFFICIENTLY?

- Leave grass 2-3 inches tall (5-8 cm). Don't mow. Let it grow! Water stays longer when grass is longer. Leaving your grass longer slows evaporation from the soil...making it work more effectively!
- Leave grass clippings on mulch. Leaving grass clippings on your lawn helps feed the lawn and retain moisture, requiring less water and reducing evaporation.

Aerate your lawn and top dress with compost. Aerating the lawn in early spring or fall improves water penetration. Water also works best with organic products like compost which increase water-holding capacity and help prevent soil erosion.

DOES YOUR WATER WORK WELL WITH OTHERS?

- Put water with plants suitable to our dry climate. Changeover water works best when paired with plants suitable to our dry climate: drought-tolerant turf, and native and low-water variety plants.

IS YOUR WATER WORKING COST-EFFECTIVE?

- Save money on your water bill by using high efficiency irrigation. Use drip or microsp, air abraded and gutters.
- Remember collect rain, naturally soft and chemical-free water that is great for container plants, flower beds and food gardens.

2013

OKANAGAN waterwise

home about waterwise be waterwise learn more what's new contact

MAKE WATER WORK!

MAKE YOUR PLEDGE!

ENTER NAME AS YOU'D LIKE IT TO APPEAR ON THE MAP

PLEDGE TO DO AT LEAST ONE OF THE FOLLOWING...

- I pledge to only water my lawn between dusk and dawn.
- I pledge to water plants, not pavement.
- I pledge to leave my grass 2-3 inches tall.
- I pledge to leave grass clippings as mulch.
- I pledge to aerate my lawn and top dress with compost.
- I pledge to change out some of my lawn with drought-tolerant turf and/or native and low-water variety plants.

ENTER EMAIL ADDRESS

POSTAL CODE

SUBMIT!

SHARE - INVITE YOUR FRIENDS TO TAKE THE PLEDGE

OKANAGAN waterwise

One valley. One water.

MAKE WATER WORK! - 2011

OKANAGAN waterwise

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learn more

Make Water Work

Do a performance review on your water

- 1. Does your employee simply stand around?**

 - Put water to work only when it's needed. Most lawns need just 2.5 cm (one inch) of water per week – about the depth of a tuna can.
 - Count of water waste time, effort and money! It should only sprinkle your lawn or garden, not pavement.

FACT: Watering deeply and less often promotes deep, healthy root growth. If you're watering deeply but not seeing results the problem may be inadequate topsoil. Try top dressing with half an inch of compost then look for a thick green lawn.
- 2. Does your employee turn up for work on time?**

 - Water should be at work during the coolest part of the day to prevent evaporation. Put it on the nightshift: a good time of night is 10 p.m. to 6 a.m.
- 3. Is your employee's work effective?**

 - Notice brown spots? Water needs supervising. Check and make sure it's working where you need it. Sometimes sprinkler heads break, or plants grow around the sprinkler head preventing effective water use. Read about effective sprinkler use here: [DS11P1219](#)
 - Leave grass 5 to 8 cm tall. This slows water evaporation from the soil.
 - Aerate your lawn in early spring of fall to improve water penetration.

FACT: A healthy lawn will have fewer weeds and pests.
- 4. Does your employee work well with others?**

 - Leave grass clippings as mulch on your lawn. They help feed the lawn and retain moisture, reducing soil water and reducing evaporation.
 - Water weeds best with organic products like compost which minimize over-fertilizing and help prevent stormwater pollution.
 - Water works most effectively when paired with plants suitable to our dry climate: drought-tolerant turf and native and low-water variety plants. Read about the benefits of xeriscaping here: [14762-PC91](#)
- 5. Is your employee cost-effective?**

 - Save money on your water bill by using high efficiency irrigation, like drip or emitters, for shrubs and gardens.
 - Rainbarrels collect fresh, naturally soft and chemical-free water that is great for container plants, flower beds and food gardens.

Learn more about water in the Okanagan and tips to protect it at Okanagan WaterWise.

Like us on Facebook – share what you're doing to MAKE WATER WORK.

Follow us on Twitter.

Find out more about how to MAKE WATER WORK by visiting your municipality/water supplier.

Select Your Water Supplier:

One valley. One water. OKANAGAN waterwise

PUT WATER ON THE NIGHTSHIFT.

SHIFT STARTS AT DUSK. MAKE WATER WORK!

OKANAGAN waterwise LEARN MORE AT OKWATERWISE.CA

DON'T LET WATER STAND AROUND.

ONE INCH A WEEK WILL DO. MAKE WATER WORK!

OKANAGAN waterwise LEARN MORE AT OKWATERWISE.CA

At 16c Sunday August 21, 2011 - The Morning Star

News

www.morningstar.com

Pumpkin Power

PUT WATER ON THE NIGHTSHIFT. SHIFT STARTS AT DUSK. MAKE WATER WORK!

Twelve-year-old 1st Grader... assists Tim...
 20% OFF
 ANDREW KERN LAW OFFICE
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OUT OF PROVINCE/PROVINCIAL INSPECTION **\$99.95***

Royal Volkswagen Highway 97N, Vernon www.royalvw.ca

MAKE WATER WORK! - 2012

DON'T MOW. LET IT GROW.



**WATER STAYS LONGER
WHEN GRASS IS LONGER.
MAKE WATER WORK!**

OKANAGAN
waterwise
One valley. One water.



MakeWaterWork.ca

PUT WATER ON THE NIGHT SHIFT.



**WATER BETWEEN DUSK & DAWN.
MAKE WATER WORK!**

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DON'T LET WATER STAND AROUND.



**ONE INCH A WEEK WILL DO.
MAKE WATER WORK!**

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MAKE WATER WORK!

OKANAGAN waterwise

home about waterwise be waterwise learn more what's new contact

MAKE WATER WORK!

IF YOU WATER YOUR LAWN...MAKE WATER WORK!

You're the boss.
MAKE WATER WORK!

Evaluate your water,
then take the pledge to
MAKE WATER WORK!

TAKE THE PLEDGE NOW...

ASTRAK FAMILY
MAKE WATER WORK!

PERFORMANCE REVIEW

IS YOUR WATER PRODUCTIVE?

- ☐ **Put water on the schedule.** Water between dusk and dawn. Putting water to work during the coolest part of the day prevents evaporation. A good rule of thumb is to run your sprinkler for 15-20 minutes. Check with your water utility for specific watering restrictions in your area.
- ☐ **Water your lawn only once a week!** Most lawns need just 2.5 cm less than an inch of water per week -- about the depth of a dime can. Watering deeply and less often promotes strong, healthy root growth. If you're watering deeply but not seeing results the problem may be inadequate spacing. For top dressing with half an inch of compost, there's one watering for a 30-day response time.
- ☐ **IS YOUR WATER WORKING EFFECTIVELY?**
 - ☐ **Water thick & wet.** Wet lawns need just 2.5 cm less than an inch of water per week -- about the depth of a dime can. Watering deeply and less often promotes strong, healthy root growth. If you're watering deeply but not seeing results the problem may be inadequate spacing. For top dressing with half an inch of compost, there's one watering for a 30-day response time.
 - ☐ **Water grass 2-3 inches tall (5-8 cm).** Don't mow until 2" tall. Water stays longer when grass is longer. Leaving your grass longer allows evaporation from the soil...making it work more effectively!
 - ☐ **Leave grass clippings on mow.** Leaving grass clippings on your lawn helps feed the lawn and retain moisture, trapping less water and reducing evaporation.
 - ☐ **Aerate your lawn and top dress with compost.** Aeration is the early spring or fall improves water penetration. Water also works best when your pH is correct which minimizes over-fertilizing and helps prevent disease problems.
 - ☐ **Water your lawn with plastic mulch.** Mulching your lawn is best when paired with plastic mulch to save on dry climate. Simply lay down mulch and water on low-water variety plants.
 - ☐ **IS YOUR WATER WORKING EFFICIENTLY?**
 - ☐ **Put water where it's needed.** Don't let water waste time, effort and money! It should sprinkle your lawn or garden, not pavement.
 - ☐ **Check sprinkler heads.** Misfire (run dry)? Water needs evaporating. Sometimes sprinkler heads break, or plants grow around the sprinkler head, preventing effective water use. Check sprinkler heads and make necessary fixes to ensure they're working right.
 - ☐ **Install water-saving irrigation products.** Save money on your water bill by using high efficiency irrigation. Use drip or micro-drip for shrubs and gardens.
 - ☐ **Collect and use rainwater.** It's free! Rainwater collection tanks, rainwater catch and chemical-free water that is great for container plants, flower beds and food gardens.

Find other compatible certified ideas in our Fibre & Speed & Link ID Guide for Okanagan residents.



Okanagan WaterWise
Give yourself a break this weekend!
DON'T MOW! LET IT GROW!

Water stays longer when grass...

Like This Page

DON'T MOW. LET IT GROW.
WATER STAYS LONGER WHEN GRASS IS LONGER.

MakeWaterWork.ca

OKANAGAN waterwise
One valley. One water.

Family

Pair of Kings: Operation King Me Marathon
Sat. June 9 starting at 11:30 am ET

connect us | help | login | join

Sunfm
#1 HIT MUSIC STATION

lan Mackinnon
2:00pm - 7:00pm

LISTEN NOW!
Live & On Demand

FUN, SOME NIGHTS
Weekly Playlist

Home Music Contests Multimedia Personalities Concerts & Events Sun Fun News

MAKE WATER WORK

Brought to you by OKANAGAN waterwise

INSPIRON™ 15R
\$2000 on 48 month financing
Give your great on inspiring gift.

MAKE WATER WORK CONTEST

DO A PERFORMANCE REVIEW OF YOUR WATER!

- ☐ Is your water productive? Get the most out of your water.
- ☐ Water between dusk and dawn.
- ☐ Does your water simply stand around?
- ☐ One inch a week will do the job.
- ☐ Is your water working effectively?
- ☐ Aerate your lawn and top dress with compost.
- ☐ Leave grass 2-3 inches tall (5-8 cm).
- ☐ Does your water work well with mulch?
- ☐ Leave grass clippings on mow.
- ☐ Put water with plants suitable to your dry climate.

Enter Here

PUT WATER ON THE NIGHTSHIFT

WATER BETWEEN DUSK & DAWN
MAKE WATER WORK

GET EDUCATED!

FACT: Watering deeply and less often promotes deep, healthy root growth. If you're watering deeply but not seeing results the problem may be inadequate topsoil. Try top dressing with half an inch of compost. Then over-seeding for a thick vigorous lawn.

FACT: A healthy lawn will have fewer weeds and pests.

For more tips and information, visit



MAKE WATER WORK! - 2012

PUT WATER ON THE NIGHTSHIFT.



WATER BETWEEN DUSK & DAWN.
MAKE WATER WORK!

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MAKE WATER WORK! - 2013



DON'T MOW. LET IT GROW.

**WATER STAYS LONGER
WHEN GRASS IS LONGER.
MAKE WATER WORK!**

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MAKE WATER WORK! - 2013

PUT WATER WHERE IT'S NEEDED



WATER PLANTS, NOT PAVEMENT
MAKE WATER WORK!

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PUT WATER ON THE NIGHTSHIFT



WATER BETWEEN DUSK AND DAWN
MAKE WATER WORK!

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DON'T MOW. LET IT GROW.



WATER STAYS LONGER
WHEN GRASS IS LONGER.
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CAPITAL
news

The Central Okanagan's Best-read Newspaper

AM 1150
NEWS · TALK · SPORTS

Osoyoos Times

2013 BEST
Graduation
Supplement Inside
Lake Country
Calendar
www.lakecountrycalendar.com



Okanagan

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CASTANET

9, 2013 - The Morning Star

News

www.vernonmorningstar.com

Don't let the lake fool you

We're surrounded by beautiful lakes in the Okanagan and that can make it hard to believe we could run short of

water. Looks can be deceiving, however, and it has led to a "myth of abundance" in our valley. Okanagan Lake fills 1.5 metres (about 4.9

feet) per year on average and we run the risk of "mining" it if we use more water than can be replenished.

The need to be WaterWise becomes clear when we consider: ■ There is less fresh water available in the Okanagan than almost anywhere in Canada. ■ Okanagan residents use 675 litres of water per day on average, more than twice the average Canadian. ■ Residential outdoor water use accounts for 24 per cent of all water used in the



Okanagan (used mostly on lawns) and is the second largest use of water after agriculture.

The Okanagan Basin Water Board, its Okanagan WaterWise program and local partners are encouraging residents to "Make Water Work." By being efficient and effective

with the water we use, we get the most from it and help ensure enough for farmers, fish and others that depend on a healthy supply. After all, our population is expected to increase 45 per cent by 2036 to more than 260,000 people.

Over the summer,

Okanagan WaterWise is working with numerous partners to help you Make Water Work, offering easy but meaningful ways to conserve water.

We'll be covering lawn care, landscaping and gardening, and we'll be sharing local stories on the importance of conserving our precious resource.

Here are some tips to get you started: ■ Put water on the night shift. Water between dusk and dawn to prevent evaporation. ■ Don't mow, let it grow. Longer grass

■ Water plants, not pavement. Save time, effort and money. ■ Leave grass clippings as mulch. This helps feed your lawn and retain moisture. ■ Collect and use rainwater for container plants, flower beds and food gardens.

Learn more at www.makewaterwork.ca, then "Take the Pledge" and enter to win \$5,000 in WaterWise yard upgrades thanks to KelownaGardens.com. Make Water Work is an initiative of the Okanagan Basin Water Board and its Okanagan

Peachland
view

SALE \$200

Awning Sale!

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FREE In-Home Consultation



Oliver Daily News

MAKE WATER WORK!







IF YOU WATER YOUR LAWN...MAKE WATER WORK!

DID YOU KNOW?

- 24% of ALL Okanagan water is used outside our homes—mostly on lawns and gardens.
- There is LESS water available per person in the Okanagan than anywhere else in Canada.
- The average person in the Okanagan uses 675 LITRES of water each day. The average Canadian uses 329.

Evaluate your water, then take the pledge to **MAKE WATER WORK** for your chance to win **\$5000** in WaterWise yard upgrades from KelownaGardens.com.

PLEDGE 1
PLEDGE 2
PLEDGE 3
PLEDGE 4
PLEDGE 5
PLEDGE 6

I PLEDGE TO AERATE MY LAWN AND TOP DRESS WITH COMPOST

Water works best with organic products like compost which minimize over-fertilizing and help prevent stormwater pollution. Aerating the lawn in early spring or fall also improves water penetration.

5

TAKE THE PLEDGE NOW!

GET MORE WATER SAVING TIPS HERE




One valley. One water. |  waterwise







MAKE YOUR PLEDGE!

ENTER NAME AS YOU'D LIKE IT TO APPEAR ON THE MAP

PLEDGE TO DO AT LEAST ONE OF THE FOLLOWING...

- I pledge to only water my lawn between dusk and dawn.
- I pledge to water plants, not pavement.
- I pledge to leave my grass 2-3 inches tall.
- I pledge to leave grass clippings as mulch.
- I pledge to aerate my lawn and top dress with compost.
- I pledge to change out some of my lawn with drought-tolerant turf and/or native and low-water variety plants.

ENTER EMAIL ADDRESS

POSTAL CODE

SUBMIT!

SHARE - INVITE YOUR FRIENDS TO TAKE THE PLEDGE!








FIND OUT WHERE OTHERS ARE MAKING THE PLEDGE









PERFORMANCE REVIEW

IS YOUR WATER PRODUCTIVE?

- Put water on the nightshift. Water between dusk and dawn. Putting water to work during the coolest part of the day prevents evaporation. A good rule of thumb is between 10 p.m. and 6 a.m. Check with your water utility for specific watering restrictions in your area.

IS YOUR WATER WORKING EFFICIENTLY?

- Put water where it's needed. Don't let water waste time, effort and money! It should sprinkle your lawn or garden, not pavement.

IS YOUR WATER WORKING EFFECTIVELY?

- Leave grass 2-3 inches tall (5-6 cm). Don't mow. Let it grow! Water stays longer when grass is longer. Leaving your grass longer slows evaporation from the soil...making it work more effectively!
- Leave grass clippings as mulch. Leaving grass clippings on your lawn helps feed the lawn and retain moisture, requiring less water and reducing evaporation.
- Aerate your lawn and top dress with compost. Aerating the lawn in early spring or fall improves water penetration. Water also works best with organic products like compost which minimize over-fertilizing and help prevent stormwater pollution.

DOES YOUR WATER WORK WELL WITH OTHERS?

- Pair water with plants suitable to our dry climate. Okanagan water works best when paired with plants suitable to our dry climate. Drought-tolerant turf, and native and low-water variety plants.

DOES YOUR WATER SIMPLY STAND AROUND?

- One inch a week will do. Most lawns need just 2.5 cm (one inch) of water per week - about the depth of a tuna can. Watering deeply and less often promotes deep, healthy root growth. If you're watering deeply but not seeing results the problem may be inadequate topsoil. Try top dressing with half an inch of compost, then over-seeding for a thick vigorous lawn.
- Check sprinkler heads. Notice brown spots? Water needs supervising. Sometimes sprinkler heads break, or plants grow around the sprinkler head, preventing effective water use. Check sprinkler heads and make necessary fixes to ensure they're working right.
- Install water-saving irrigation products. Save money on your water bill by using high efficiency irrigation, like drip or microjet, for shrubs and gardens.
- Collect and use rainwater. It's free! Rainbarrels collect fresh, naturally soft and chemical-free water that is great for container plants, flower beds and food gardens. Find other rainwater catchment ideas in our [Slow It. Spread It. Sink It! Guide for Okanagan Residents](#).

[Become more WaterWise. Visit Okanagan WaterWise.](#)

MORE WATER SAVING TIPS

Select Your Water Supplier: ▼ Go!

MAKE WATER WORK!



Okanagan WaterWise
Take the pledge to **MAKE WATER WORK** for a chance to win \$5000 in WaterWise yard upgrades!

 **Make Water Work**

[Like This Page](#)

Sun FM 14.1 FM MUSIC STATION
On Air with Ryan Seacrest
10:00am - 2:00pm
LISTEN NOW!
ANDY COATED KILLAZ
Recently Played

MAKE WATER WORK!
Brought to you by Ken's Horticultural Services
www.kelownagardens.com

MAKE WATER WORK CONTEST

DO A PERFORMANCE REVIEW OF YOUR WATER!
Is your water productive? Get the most from your water:
 1. Water between dusk and dawn.
 2. Water plants, not pavement.
 Is your water working efficiently?
 1. Leave grass 2-3 inches tall (2-4 cm).
 2. Leave grass clippings as mulch.
 Does your water work well with plants?
 1. Pair water with plants suitable to our dry climate.

Take the pledge to **MAKE WATER WORK** for your chance to win \$5000 in WaterWise yard upgrades from kelownagardens.com.

To enter just click on the button below to make your pledge. Good luck!

Pledge Here

DON'T MOW. LET IT GROW.

WATER STAYS LONGER WHEN GRASS IS LONGER. MAKE WATER WORK!

DID YOU KNOW?
24% of ALL Okanagan water is used outside our homes—mostly on lawns and gardens.
There is **LESS** water available per person in the Okanagan than anywhere else in Canada.
The average person in the Okanagan uses 675 LITRES of water each day. The average Canadian uses 329.

BE WATER WISE. LEARN MORE

KHS Ken's Horticultural Services
www.kelownagardens.com
One valley. One water.

 Take the pledge to **MAKE WATER WORK** for your chance to win **\$5000** in WaterWise yard upgrades from **kelownagardens.com**

 **MAKE WATER WORK!**

GET THE MOST FROM YOUR WATER

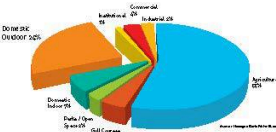
- Water between dusk and dawn
- Water grass, not pavement
- Leave grass 2-3 inches tall (5-8 cm)
- Leave grass clippings as mulch
- Aerate your lawn and top dress with compost
- Change out some lawn for drought-tolerant turf

Check out our contest on back!

DID YOU KNOW?

- 24% of ALL Okanagan water is used outside our homes—mostly on lawns and gardens.
- There is **LESS** water available per person in the Okanagan than anywhere in Canada.
- The average person in the Okanagan uses 675 LITRES of water each day. The average Canadian uses 329.

Take the **MAKE WATER WORK PLEDGE** and enter to win \$5000 in WaterWise yard improvements from KelownaGardens.com. Visit www.MakeWaterWork.ca



Sun FM 14.1 FM MUSIC STATION
KHS Ken's Horticultural Services
www.kelownagardens.com

OKANAGAN waterwise
One valley. One water.



MAKE WATER WORK!

| | OBWB/ OkWaterWise | PARTNERS (8) | TOTAL |
|--|----------------------|-----------------------------------|------------------|
| CREATIVE | 7,400 | | \$7,400 |
| ADVERTISING | 16,000 | 2-3000 X 8 | \$32,000 |
| IN-KIND FROM CAMPAIGN PARTNERS (radio, billboards, prize, newspaper, other) | | | \$83,825 |
| TOTAL COST TO OBWB & PARTNERS | \$23,400 | \$16,000 (2-3,000 each) | |
| TOTAL VALUE TO OBWB & PARTNERS | | | \$123,225 |

MAKE WATER WORK!

BellMedia

PATTISON



Black Press

CASTANET.net

Aberdeen
Publishing Inc.

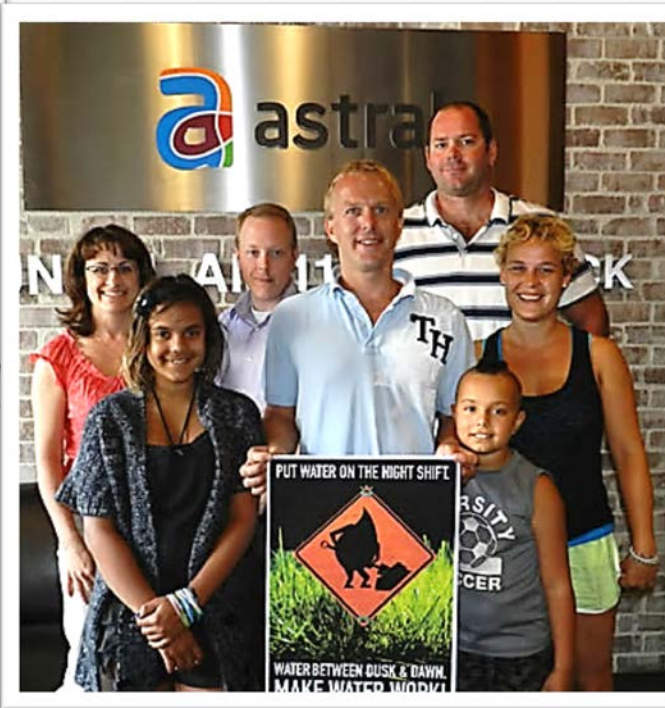
KHS 
Ken's Horticultural Services
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MAKE WATER WORK!



waterwise
One valley. One water.

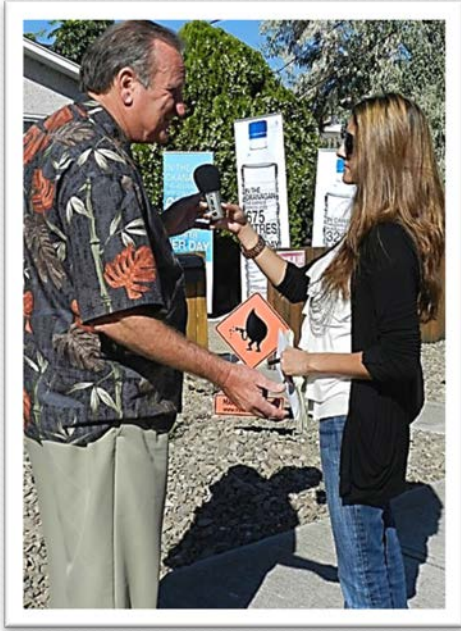
MAKE WATER WORK!



MAKE WATER WORK!

“Having one message is critical.”

“The campaign is gaining traction.”



“Make Water Work provided an overarching theme that all our projects could follow.”

“We’re moving closer to adopting the behaviour we’re hearing and seeing repeatedly.”

“There’s credibility in a valley-wide initiative.”

“People can quote the messaging.”



Thank you!



Corinne Jackson, OBWB - Communications Director



corinne.jackson@obwb.ca



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twitter.com/OkWaterWise



MAKE WATER WORK! - 2013



Pair water with plants suitable to dry climate